Introducing the freshest menthol you've ever smoked.

Exclusive "Fresh-Lock"™ pack seals in the freshest menthol flavor ever.

We created a menthol cigarette so rich, so fresh tasting, we didn't want to lose any of that freshness.

So we designed a whole new kind of pack. Double wrapped. A pack within a pack to lock in freshness. To lock in flavor. To lock in menthol.

Try Raffles and be convinced. This is the freshest menthol you've ever smoked.

Absolutely positively menthol.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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